



Michael F. Easley  
Governor

Tom Shaheen  
Executive Director

## State of North Carolina Education Lottery

---

For Release: **IMMEDIATE**  
Date: Jan. 9, 2006

Contact: Pamela Walker  
Phone: (919) 233-7081

---

### NC EDUCATION LOTTERY ANNOUNCES SEARCH FOR ADVERTISING SERVICES

**RALEIGH-** With less than three months to reach the goal for the kickoff of the Education Lottery, the North Carolina Education Lottery (NCEL) wants to secure advertising services. The NCEL intends to issue a Request for Proposals (RFP) by Jan. 11 for professional advertising services for the effective and efficient marketing of NCEL products.

"Advertising will be conducted in a manner to promote the positive image and integrity of the NCEL and its programs," said Tom Shaheen, executive director. "Advertising services should be a major contributor to making the NCEL one of the most successful lotteries in the world, while maintaining its image of integrity."

The goal for initial sales of the state's first ever scratch-off tickets is April 5, 2006. Proceeds from the Education Lottery will be used to help reduce class size, fund school construction and provide college scholarships to need-based individuals.

Some important dates in the TENTATIVE schedule for this RFP are:

Jan. 11	Issue RFP
Jan. 17	RFP questions due to NCEL by 4 p.m.
Jan. 23	NCEL posts answers to RFP questions on Web site
Jan. 27	Proposals due to NCEL by 4 p.m.
Feb. 1	NCEL announces finalists
Feb. 9	Finalists make oral presentations
Feb. 13	Target date for NCEL Commission approval on vendor

[Note: Some of the above dates are subject change. Vendors should keep checking the NCEL Web site daily for updates.]

(more)

---

N. C. Education Lottery  
56886 Mail Service Center  
Raleigh, NC 27699-6886  
(919) 715-6886  
FAX (919) 733-8743

Prospective vendors should monitor the NCEL Web Page **beginning Jan. 11** for the posting of the RFP. That Web page is [www.lottery.nc.gov](http://www.lottery.nc.gov). The RFP also will be posted on the State Purchase and Contract Division Web page: [www.doa.state.nc.us/PandC](http://www.doa.state.nc.us/PandC).

The NCEL reserves the right to reject any and all proposals. **To submit a proposal, mail it to: The North Carolina Education Lottery, 111 Corning Rd., Suite 250, Cary, N.C. 27511.**

# # #